

THE LIFE EXTENSION INSTITUTE

is dedicated to the work of human salvage—
to the conservation of the **MOST VALUABLE**
THING IN THE WORLD—human life.

NOTHING IN YOUR LIFE

is so well worth while to
yourself and your family
as the taking of prompt
precautions to protect
and safeguard your
health.

It is calculated that about 600,000 deaths occur in the United States annually which are *preventable* or which at least are *postponable*. This fearful toll is paid in face of the fact that:

extra years of good health, of activity, working power and earning power are purchasable and that therefore the greatest crime a man may commit against his own body is the crime of *neglect*.

A man or woman really ill requires little persuasion to listen to advice on "how to get well." The person hardest to move is the one who believes himself well—who eats and sleeps and goes regularly to his daily work.

Recently we received a letter from a man who said "I am not interested in your Health Service because every day, in every way, I am feeling better and better. I will wait until I feel badly."

Such false reasoning means the scrapping of about 90% of everything worth while that has been developed in personal hygiene and preventive medicine in the past 50 years.

IT COSTS LESS TO KEEP WELL THAN TO GET WELL.

The Life Extension Institute is looking far ahead into your future. It endeavors to give you knowledge of the slightest fault in your physical condition and manner of living, the correction of which will improve your vitality and *lengthen your life*.

Through a general bodily survey it searches for any factor which may be causing a present lowered condition of health or which may later, if neglected, develop into some really serious malady.

The great protective value of the Institute's service lies in the fact that every region of the body is examined and considered as well as any local manifestation of trouble.

There is absolutely nothing unpleasant or disagreeable about Life Extension Service.

On the contrary, it is an optimistic, cheerful, constructive service, designed to bring to you and to those who care for you the comforting news of good health, as well as to point out dangers, if any exist, and to warn you in time if a warning is needed.

All of the reports in your case are matters of the strictest confidence between the Institute and yourself. These reports are not in any way accessible to any other individual or to any other organization. No treatment is given but where it is required the individual is given sound counsel as to the type of treatment to seek and is protected against aimless wandering about and experimenting with pseudo-

scientific "cures," which may be not only useless but positively injurious.

THE LIFE EXTENSION SERVICE OF THE INSTITUTE

is low in cost and well within the reach of everyone. *No matter where you live, we can serve you.*

This service is available in all sections of the United States and Canada and in several of the foreign countries. Visitors who desire to inquire about the Institute's work are always welcome at the Head Office of the Institute in New York City.

The Institute has a staff of about 25 examining physicians at its Head Office in New York. Examinations of subscribers who live in New York City and vicinity are made at the Head Office of the Institute, 25 West 45th Street—on appointment by telephone or letter—between the hours of 9:00 A. M. and 5:00 P. M. Appointment telephone Bryant 3073.

There is a special department for women at the Head Office, where women are examined by either men or women physicians, as they prefer.

The Institute also has more than 8,000 medical examiners throughout the United States and Canada and in a number of the principal cities of Europe and the Far East. It is consequently able to provide its Health Service in any community where competent medical examiners are available.

Complete information covering all details of the Institute's service will be sent to you if you return the attached coupon, and the Institute will at the same time send you booklets containing general information on the prolongation of life and the prevention of disease.

The business of living is the most important business in which you will ever be engaged. Call or telephone for an appointment or

TEAR OUT AND MAIL THE COUPON

The Institute was organized in 1913 by Mr. Harold A. Ley and Professor Irving Fisher of Yale University, together with a group of physicians and scientists of national and international reputation, who desired to provide a self-supporting institute of national scope devoted to the science of disease prevention—a responsible and authoritative source from which the public could draw knowledge and inspiration in the great war of civilization against needless sickness and premature death.

The Institute's work is not merely preventive—it is also constructive. It aims to upbuild the individual as well as to protect him from actual disease. Moderate fees at a small margin above actual cost are charged for the Life Extension Service rendered individuals and organizations.

AMONG THE OFFICERS AND DIRECTORS ARE:

PROF. IRVING FISHER, of Yale, Chairman
Hygiene Reference Board.
HAROLD ALEXANDER LEY, President
JAMES D. LENNEHAN, Secretary
HENRY H. BOWMAN
President Springfield National Bank
ROBERT W. de FOREST
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THUR W. EATON
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HORACE A. MOSES
President Strathmore Paper Co.
CHARLES H. TENNEY
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Hygiene Reference Board of 100 leaders in scientific and public health work.
Executive Medical Staff. Also an Advisory Board of leading foreign scientists.

LIFE EXTENSION INSTITUTE, Inc.
25 WEST 45th STREET, NEW YORK
Appointment Telephone Bryant 3073

LIFE EXTENSION INSTITUTE
INCORPORATED

11-11-27-23



25 West 45th St.
New York

GENTLEMEN: Without obligation on my part, please send me a copy of the book,

THE GROWING MOVEMENT TO PROLONG HUMAN LIFE

Also other valuable and interesting literature regarding right living and the prolongation of life—also details of your Life Extension Service.

NAME..... ADDRESS.....